

## Washington Speakers Bureau, Inc.

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### F. G. "Buck" Rodgers

Buck Rodgers was with the IBM Corporation for 34 years. He was among those in the forefront of making IBM what it is today. For ten years, he was IBM vice president, marketing, responsible for IBM's worldwide marketing activities, which encompassed IBM's domestic divisions plus operations in 131 foreign countries. During that decade, the company's revenues increased from \$10 billion to nearly \$50 billion. Mr. Rodgers took early retirement in 1984 to pursue a career as an author and lecturer.

Renowned within the business world as a motivator, articulator of ideas and practitioner of excellence, Buck Rodgers is equally well-known as a public speaker. Considered one of the most dynamic speakers in America today, his audiences span a wide range of business, academic and civic groups.

Mr. Rodgers's first book, The IBM Way, is a worldwide bestseller. His most recent effort, Getting the Best Out of Yourself and Others, is a practical, motivational guide for today's business person. He is also one of the individuals exemplified in the books, The Ten Greatest Salespersons and The Perfect Sales Presentation, and quoted extensively in the widely-acclaimed, In Search of Excellence.

Mr. Rodgers is a director of Arkwright Company, Bergen Brunswig Corporation, Commtron Corporation, Mercantile Stores, Inc. and Milliken & Company. He is a member of the Business Advisory Council of Miami University, and the advisory councils of Purdue University and the University of Tennessee. Mr. Rodgers holds honorary Doctor of Laws degrees from both Miami University and Hartwick College, plus a Doctor of Letters degree from Mount Union College.

Mr. Rodgers started with IBM in 1950 as a trainee and moved up through the marketing ranks. He was administrative assistant to the executive vice president of IBM; a branch manager; the head of IBM's banking, finance and brokerage business; and the data processing division vice president and western region manager. In 1967, he was named president of IBM's Data Processing Division. In 1974, he was elected IBM vice president, marketing, a position he held until his early retirement in 1984.

Mr. Rodgers, who served two years in the U.S. Air Force, holds a B.S. degree from Miami University, Oxford, Ohio. He is a low handicap golfer, an avid tennis player and a dedicated runner. He and his wife have three children, one who works for IBM and the other two, former IBMers, are partners in his various ventures.

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